

FOR IMMEDIATE RELEASE

## ROTOCONTROL Expands in Latin America and Caribbean with Francisco Soto

*Francisco brings 14+ years experience in finishing machines and strong connection to Latin American printers to his new role with ROTOCONTROL as director of sales.*

LINAU, Germany (March 9, 2020) – ROTOCONTROL is strengthening local presence of its [range of high-speed label and digital hybrid finishing machines](#) in the Americas with the appointment of Francisco Soto as Director of Sales Latin America, (including Florida, USA) & Caribbean.

Soto brings extensive knowledge of label finishing and an impressive reputation with printers throughout Latin America and the Caribbean from 14+ years at Rotoflex as International Sales Manager in this region.

His education includes a degree in Electronics and Engineering Technology from DeVry College of Technology and an International Business & Marketing degree from Humber College. Soto is fluent in both English and Spanish.



**Francisco Soto, Director of Sales Latin America, (Florida, USA) & Caribbean**

“From years of working closely with printers and converters throughout Latin America and the Caribbean, Francisco is extremely knowledgeable of label finishing needs and trends in this market, and has earned a well-respected reputation in the industry as well,” said Marco Aengenvoort, ROTOCONTROL managing director. “It is an honour to have Francisco represent ROTOCONTROL and further grow the brand in the Americas region.”

“Having established market presence in Europe with innovative and industry-leading technology, ROTOCONTROL is now increasing focus in the Americas,” said Soto. “With a highly comprehensive portfolio of label finishing solutions - from cost-effective solutions with Ecoline to advanced, customized machines and expertise in digital/hybrid printing - I know ROTOCONTROL will complement and add tremendous benefit and support to printers in Latin America & the Caribbean.”

Soto is based out of Toronto, Canada. As a previous speaker at [Label Summit Latin America](#), Soto is returning to the 2020 edition held March 10-11 in Santiago, joining Marco Aengenvoort on the ROTOCONTROL booth (12).

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### **About Rotocontrol International GmbH**

ROTOCONTROL, a wholly owned subsidiary of EMT International ([www.emtinternational.com](http://www.emtinternational.com)), designs and manufactures leading-edge finishing machines for label inspection, slitting, rewinding, die cutting, overprinting, digital and booklet printed labels, for converters in the narrow web industry. Available globally, ROTOCONTROL offers machines from smaller basic rewinders to feature-rich, sophisticated models with multiple options featuring S-Drive servo technology enabling maximum web control for the most delicate film and foil materials.

With facilities in Germany and the USA, ROTOCONTROL maintains the highest level of product quality through ease of use, absolute control and flexibility with a focus on operator safety and efficiency. ROTOCONTROL is the partner of choice in the finishing of label products.

### **Meet us at the Finish Line**

[www.rotocontrol.com](http://www.rotocontrol.com)

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